

ORDER

**KSNV**

Orders
Order / Rev: 107559
Alt Order #: 06861687
Product Desc: TV
Estimate: 2001
Flight Dates: 10/10/12 - 10/11/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: House Majority PAC
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	13	\$10,825.00	\$9,201.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$10,825.00	\$9,201.25	0.00
Totals	13	\$10,825.00	\$9,201.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	26%	\$10,825.00
Market	100%	\$41,634.62

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$12,490.38
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$8,326.92
KTUD	1%	\$416.35
KVVU	18%	\$7,494.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$2,081.73

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/10/12	10/11/12	M-F 5-6a WakeUp w/Wagners	5-6a		-- WT---	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- WT---					2	\$600.00		0.00			

Order / Rev: 107559
 Alt Order #: 06861687
 Flight Dates: 10/10/12 - 10/11/12

Advertiser: House Majority PAC
 Product Desc: TV
 Estimate: 2001

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/10/12	10/11/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	-- WT---	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-- WT---		2				\$600.00		0.00			
E 2	KSNV	10/10/12	10/11/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	-- WT---	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-- WT---		2				\$1,000.00		0.00			
E 3	KSNV	10/10/12	10/11/12	Today Show Today Show TODAY SHOW	CM	658a-9am	-- WT---	:30	2	\$1,900.00	1	0.00	NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-- WT---		2				\$1,900.00		0.00			
E 4	KSNV	10/10/12	10/11/12	Rachael Ray Rachael Ray RACHEL RAY	CM	11am-12pm	-- WT---	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-- WT---		2				\$500.00		0.00			
E 5	KSNV	10/10/12	10/11/12	Noon News Noon News NEWS 3 AT NOON	CM	12-1230pm	-- WT---	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-- WT---		2				\$500.00		0.00			
E 6	KSNV	10/10/12	10/11/12	The Doctors The Doctors THE DOCTORS	CM	2pm-3pm	-- WT---	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-- WT---		1				\$325.00		0.00			
E 7	KSNV	10/10/12	10/11/12	Dr. Phil Dr Phil DR. PHIL	CM	3-4p	-- WT---	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-- WT---		1				\$600.00		0.00			
E 8	KSNV	10/10/12	10/11/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR	CM	4-5pm (4:00 PM-4:30 PM)	-- WT---	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-- WT---		1				\$900.00		0.00			
													Totals	13	\$10,825.00